

ABSTRACT OF THE DISCLOSURE

A mode of subscription to a television program allows a provider of programs 61 to offer various subscriptions to a user, 5 the user being able to sign up to one of these subscriptions. The user possesses a device 69 configured in respect of the chosen subscription, this device allowing him to reduce or otherwise the duration of the advertisements during the recording of a program or during the reading of a recorded program. Depending on the 10 subscription signed up to, it will be possible for the user not to record the advertisements during the recording of a program, to skip the advertisements during the reading of a recorded program or conversely the user will be compelled to watch the advertisements during the reading of a recorded program, the device configured in 15 respect of the subscription deactivating in this case the "fast forward" function of the reader at the time of the advertisements.